CU Group*
CU Coventry (CUC)
CU Scarborough (CUS)
CU London (CUL)

Course Specification
BA (Hons) Tourism and Hospitality Management
HND Tourism and Hospitality Management
HNC Tourism and Hospitality Management

Part A

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

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PART A Course Specification (Published Document)

BA (Hons) Tourism and Hospitality Management
HND Tourism and Hospitality Management
HNC Tourism and Hospitality Management

1. Introduction

The HNC, HND and Degree courses in Tourism and Hospitality Management aim to prepare learners for careers in a successful and dynamic global industry. Hospitality is the “6th largest contributor to export earnings and 4th largest employer - that’s 4.49 million people or 10% of the workforce and over 180,000 businesses.” (British Hospitality Association, 2017) There has been a sustained growth in these sectors creating a range of direct graduate employment opportunities in a diverse range of careers including: travel and transport logistics, operations and management; hospitality management – including all aspects of food, beverage and accommodation, events management, tour guiding, travel writing and the various levels of customer service delivery.

The course is accredited by the Confederation of Tourism and Hospitality (CTH), the UK’s leading specialist professional awarding body for qualifications in the hospitality and tourism sector. Successful graduates from this degree, will receive a Diploma from the CTH alongside their main qualification. The CTH ensures its quality through its approved status with Ofqual and is also a member of the Federation of Awarding Bodies. All qualifications are developed in conjunction with leading employers and sector bodies to ensure relevance, value and quality, valued by employers throughout the world. CTH also has strong links with industry, with relationships and endorsements from organisations such as Virgin Atlantic Airways, GTMC, Star Alliance, Marriott Hotels Caribbean, Radisson Edwardian, Sheraton Hotels, Mantis Collection, Adair Leadership, The Intercontinental Hotels Group and many others. The learner membership of the CTH, awards them access to industry intelligence and networking opportunities, pivotal for their professional development and progress. This course maps to the CTH Diploma and its requirements are fully embedded into the module delivery without the need for extra stand alone assessments.

Employability of CU Group graduates is a critical success factor and market research has shown that increasingly employers consider job applicants who have professionally recognised qualifications have greater value in the job market. The course will provide fundamental professional and transferable skills such as team working, communication, time management and, digital fluency, that are required to work successfully in the industry. For graduates some of the career opportunities include roles such as Hotel Management; Attraction Management; Heritage; Conservation; Food and Beverage; Marketing and Human Resources. Graduates may also choose to progress onto post graduate courses in a range of disciplines such as International Hospitality; Human Resource Management and Marketing. However, we have a number of graduates also progressing through alternative employment routes which rely on broad management understanding and excellent customer service skills.

Learners are supported by 20 hours of contact teaching time every week in four hour sessions of which two hours per week are used for tutorial support. During tutorials, groups of no more than five learners will engage in a variety of academic and professional developmental activities. Delivery consists of a variety of teaching and learning approaches to ensure full interactivity and differentiation with learners. This degree in particular enjoys participation from a diverse range of national and international learners who work collaboratively during sessions where their personal cultural diversity adds significant impact to the whole programme. Pedagogical approaches include lectures, blended learning sessions, guest speakers and other interactive activities using contemporary mediums. A variety of assessment strategies including Individual Reports; Collaborative Consultancy; Case Studies; an on-line interactive assessment examining geography based knowledge; Vlogs; Literature Review; Individual/Group Presentations; Feasibility Studies; and the Management of an Event.

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The CU Group takes an innovative approach to higher education to develop a quality teaching and learning environment for students, that recognises their particular strengths, and assessments therefore have been designed on this course to reflect the vocational element of the discipline.

### 2 Available Award(s) and Modes of Study

<table>
<thead>
<tr>
<th>Title of Award</th>
<th>Mode of attendance</th>
<th>UCAS Code</th>
<th>FHEQ Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Tourism and Hospitality Management</td>
<td>Full-Time and Part-Time</td>
<td>NA</td>
<td>Level 6</td>
</tr>
<tr>
<td>HND Tourism and Hospitality Management</td>
<td>Full-Time and Part-Time</td>
<td></td>
<td>Level 5</td>
</tr>
<tr>
<td>HNC Tourism and Hospitality Management</td>
<td>Full-Time and Part-Time</td>
<td></td>
<td>Level 4</td>
</tr>
</tbody>
</table>

### 3 Awarding Institution/Body

Coventry University

### 4 Collaboration

NA

### 5 Teaching Institution and Location of delivery

CU Coventry, CU London and CU Scarborough

### 6 Internal Approval/Review Dates

May 2017

May 2026

### 7 Course Accredited by

Confederation of Tourism and Hospitality

### 8 Accreditation Date and Duration

Not Applicable

### 9 QAA Subject Benchmark Statement(s) and/or other external factors


Confederation of Tourism and Hospitality available at L:\CUC\ACADEMIC\Academic Subject Areas\Business and Management\2016-2017\03. Tourism & Hospitality


Coventry University’s Strategic Plan

### 10 Date of Course Specification

March 2017

### 11 Course Director

Marion Greenhalgh

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**12 Outline and Educational Aims of the Course**

The aims of the new course are to provide students with a thorough knowledge and understanding of the field of tourism and hospitality management, and therefore includes course learning outcomes that are consistent with relevant professional qualifications. It includes a range of awards that enhance student employability and facilitate career progression in the ever evolving tourism and hospitality industries. The sector has a vast array of career opportunities in the private, public and voluntary sector and are responsive to local, national markets and international markets.

A thorough knowledge of the underpinning principles of hospitality and tourism management (Managing People, Operations, Resources, Information and Self) applied to a wide range of industry relevant organisations and scenarios. Students will examine, evaluate and apply a wide variety of business related models and theories to enable them to not only develop as learners, but also as employable individuals.

The courses are accredited to the Confederation of Tourism and Hospitality (CTH), the UK’s leading specialist professional awarding body for qualifications in the hospitality and tourism sector. It is a specialist professional awarding body in the UK with a mission to focus on the training needs of new entrants to the hospitality, travel, tourism and culinary sectors. This affords them substantial access to information and networking opportunities to aid in further studies or employment.

Students are able to study at three levels HNC, HND, full degree.

**HNC Tourism and Hospitality Management**

In the HNC students are introduced to the industry and examine the impact of globalisation on both hospitality and tourism; the operations module will explore the operational management considerations as they relate to the Hospitality industry; with regards to Tourism Geographies, students will explore major global tourism attractions studied from a social, geographical and cultural viewpoint. Finally, the Marketing Module will introduce learners to the overall concept of Marketing and Financial Management, covering some of the general models and theories.

**HND Tourism and Hospitality Management**

In the HND, learners will focus on, Strategic Marketing for Hospitality and Tourism which creates an awareness of contemporary management strategy. Human Resource Management for Hospitality and Tourism by enhancing operational performance in relation to the support and management of staff. In the Sustainable Tourism and Destination Management module, learners examine the importance of sustainable practices and the impact of mass tourism in relation to destination management. Crisis Management and the Impact on the Global Hospitality and Tourism Industry investigates crisis management in Tourism and Hospitality from the point of view of the consumer and the stakeholder whilst highlighting the impact of pertinent and effective information and media management. Crisis management engages learners critically with relevant theories and principles as they relate to the industry.

**BA Hons in Tourism and Hospitality Management**

In the final year, learners will focus on, Emerging Issues in the Tourism and Hospitality Industry - providing a critical awareness of major, current theoretical and policy-relevant issues and the linkages between them. In the Strategic Business Impact learners will be prepared for the workplace by developing the knowledge and skills to undertake an analysis of the wider business environment and consider how to utilise the outcome of this analysis to shape the management decisions they make as part of the leadership team. Event Management provides a theoretical and practical approach to planning, managing and evaluating events in the tourism and hospitality industry. The Investigatory Project permits learners to link all components of their studies together. It is a strategic endeavour to demonstrate that business success in the industry is the product of efficient collaboration between all aspects of the discipline.
In relation to the programme and with reference to the QAA Subject Benchmark Events, Hospitality, Leisure, Sport & Tourism (November 2016), the purpose of this degree programme is:

1. Increasing understanding of tourism and hospitality management & organisations; their management, structures, economic impact and contemporary global factors affecting their success. Emphasis will be placed on the development and rationale for tourism and hospitality in a changing economic, social and environmental context.

2. Prepare for and develop a career in tourism and hospitality related industry – the degree will seek to develop skills and competences of learners in a variety of related disciplines to enable them to identify specific careers.

3. Enhancement of a wide range of skills and attributes which equip graduates to become effective global citizens. The key goal of the course is to develop competent tourism and hospitality graduates of the future.
13 Course Learning Outcomes

A student who successfully completes the course will have achieved the following course learning outcomes:

1. Role of Connectivity to the Service Industry – learners will understand the management and technical disciplines relevant to hospitality within the context of leadership, innovation, entrepreneurship and the management of food, beverages and/or accommodation in a service context.

2. Communications - learners will demonstrate a range of practical and professional skills required in global tourism and hospitality contexts with a range of diverse stakeholders, from the voluntary, commercial or public sector.

3. Global Social Mobility – learners on this course need to be equipped with the knowledge and understanding of how lifestyles and changes to working patterns have changed how tourism is affected due to the levels of global mobility. They will understand how the visitor economy draws on a wide range of multidisciplinary and interdisciplinary aspects to include, production, consumption, management, economics, marketing, development, mobility and migration, sustainability and ethics.

4. Innovations – the contemporary management of Tourism issues has changed considerably globally; it requires cutting edge, critical thinking wider knowledge of the global markets. Learners on this course will be taught to be able to appraise applied critique of key shifts in the private sector which may include tour operations, airline and hotel companies, as well as governmental institutions, such as local authorities. Also included is the study of ‘not-for-profit’ organisations, such as tourist boards, destination management organisations and other agencies.

5. Management – in relation to specific Tourism related issues, such as crisis management, destination management, development, policy, governance and strategy. This will provide them underpinning knowledge for the wider hospitality and tourism industry, where graduate employment will expect a degree of awareness of these significant areas.

6. Internationalisation - generation of knowledge on global issues is to produce graduates with attributes and capabilities enabling them to become global professionals and citizens and successfully enter the international work environment.

7. Research – learners will have to understand and be equipped with aspects of research relating to Hospitality and Tourism. They will be taught the fundamentals of data collection, analysis and evaluation; assess paradigms, theories, principles, concepts and apply such skills creatively in explaining and solving familiar and unfamiliar problems, challenging previously held assumptions or answering research questions
14 Course Structure and Requirements, Levels, Modules, Credits, and Awards

The Full Time mode is designed for students who normally wish to study 120 credits (4 modules) in one academic year. Part Time is anything less than this.

The Tourism and Hospitality Management awards are offered in a range of delivery options and patterns which can be found on the relevant campus website. This may be weekdays, evenings or Saturdays. The length and set up of guided teaching sessions allow for teaching to be presented in various ways including team teaching, group discussions, individual presentations, research and presentation, interactive teaching and guest lecturers. The aim of each session is to have a balance between students learning academic, practical and professional skills.

The course is taught in 6-week blocks and can be offered (subject to numbers) 6 times each calendar year.

- 4 blocks will lead to a HNC (120 credits at level 4)
- 8 blocks will lead to a HND (240 credits at levels 4 and 5)
- 12 blocks will lead to an Honours degree (360 credits at levels 4, 5 and 6)

Each one of the learning blocks (modules) is worth 30 credits; these will require the equivalent of 300 study hours. The modules run over a six week period and are taught consecutively, with assessments within the middle and at the end of each block. Students will receive approximately 18 hours of teaching per week. There will also be small group two hour tutorials, totalling 120 hours. The remaining hours required for the module will be self-guided.

Guest speakers from relevant organisations will be arranged during teaching of the course. There is also the opportunity for international travel which gives learners a broader and more global exposure to the industry.

Course specification Part B includes a comprehensive explanation of the delivery strategy.

The programme has three levels of awards available to students:

- **BA (Hons) Tourism and Hospitality Management**
- **HND Tourism and Hospitality Management**
- **HNC Tourism and Hospitality Management**

To progress, students must have normally achieved a minimum of 90 credits from the previous stage.

For a HNC Tourism and Hospitality Management award a student must have passed or been credited with all the mandatory modules at level 4 (120 credits).

For a HND Tourism and Hospitality Management award a student must have passed or been credited with all the mandatory modules at levels 4 and 5 (240 credits).

For a BA Hons in Tourism and Hospitality Management a student must have passed or been credited with all mandatory modules at levels 4, 5 and 6 (360 credits).

**Classification of HNC and HND Awards**

**Module Grading PASS**

Definition Satisfactory performance in all major areas of a module as defined by the intended learning outcomes or skill areas.

Associated Marks 40 - 59.5%

**Module Grading MERIT**

Definition Performance either significantly better than Pass in all areas of a module or outstanding in some areas with a Pass performance in the others.

Associated Marks 60 – 69.5%

**Module Grading DISTINCTION**

Definition Outstanding performance in all major areas of a module.

Associated Marks 70 – 100%
Professional Placement or Study Year Abroad

Students may seek to undertake a relevant professional placement (SW) /study abroad year (FY) between stages 2 (level 5) and 3 (level 6) of the degree, and we would encourage this for the depth of experience that it confers. Assistance with acquiring a relevant professional placement or Study Year Abroad is offered by the Employability Team, though no guarantee is made that such an opportunity will be found.

Students undertaking a relevant professional placement will be registered on the module 202CUC/CUSC, Professional Placement (60 credits) or on the module 201CUC/CUSC, Study Abroad Year (60 credits) during their study year abroad. Students who successfully complete the assessment associated with the relevant modules, assessed at the end of the year, will receive 60 credits at stage 2 (level 5). Students who do not pass may continue to the final year and be awarded the full-time (FT) degree rather than the Sandwich (SW) or study year abroad (FY) degree.

Students may undertake one of the following: a study abroad year under the Erasmus exchange scheme or another study abroad scheme for placements outside the EU; a professional placement under the Erasmus work placement scheme or a professional placement organised on their own initiative outside the EU. Alternatively they may choose to combine a period of study with a period on professional placement.

To progress to the professional placement/ study abroad year a student will normally have accumulated 240 credits, 120 at stage 1 (level 4) and at least 90 of which will be at stage 2 (level 5).

Students that need to complete a repeat may be eligible to progress to their placement/year abroad and complete their repeat module in their fourth year of study, in block 5 (the four final year modules will be studied in blocks 1 – 4).

Only the mandatory modules at stage 2 and 3 will be counted towards the classification calculation. 201CUC/CUSC and 202CUC/CUSC (optional modules) do not count towards the award and are not calculated in the classification.

<table>
<thead>
<tr>
<th>Credit level</th>
<th>Module Code</th>
<th>Title</th>
<th>Credit Value</th>
<th>Mandatory/ Optional</th>
<th>Course Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>101TH</td>
<td>Understanding the Global Hospitality and Tourism Industries</td>
<td>30</td>
<td>M</td>
<td>1, 2, 5, 6, 7</td>
</tr>
<tr>
<td>4</td>
<td>102TH</td>
<td>Hospitality Operations</td>
<td>30</td>
<td>M</td>
<td>1, 2, 3, 6</td>
</tr>
<tr>
<td>4</td>
<td>105TH</td>
<td>Tourism Geographies</td>
<td>30</td>
<td>M</td>
<td>1, 2, 5, 6</td>
</tr>
<tr>
<td>4</td>
<td>104TH</td>
<td>Marketing and Financial Management in Hospitality and Tourism</td>
<td>30</td>
<td>M</td>
<td>1, 2, 3, 4</td>
</tr>
<tr>
<td>5</td>
<td>207TH</td>
<td>Strategic Marketing for Hospitality and Tourism</td>
<td>30</td>
<td>M</td>
<td>1, 2, 3, 4, 5, 6</td>
</tr>
<tr>
<td>5</td>
<td>202TH</td>
<td>Human Resource Management in Tourism and Hospitality</td>
<td>30</td>
<td>M</td>
<td>1, 2, 3, 5, 6</td>
</tr>
<tr>
<td>5</td>
<td>203TH</td>
<td>Sustainable Tourism and Destination Management</td>
<td>30</td>
<td>M</td>
<td>1, 2, 3, 5, 6, 7</td>
</tr>
<tr>
<td>5</td>
<td>208TH</td>
<td>Crisis Management and the Impact on the Global Hospitality and Tourism Industry</td>
<td>30</td>
<td>M</td>
<td>1, 2, 3, 5, 6</td>
</tr>
<tr>
<td>6</td>
<td>301 TH</td>
<td>Emerging Issues in the Tourism and Hospitality Industry</td>
<td>30</td>
<td>M</td>
<td>1, 2, 3, 4, 5, 6, 7</td>
</tr>
<tr>
<td>6</td>
<td>302TH</td>
<td>Strategic Business Impact</td>
<td>30</td>
<td>M</td>
<td>1, 2, 3, 4, 5, 6, 7</td>
</tr>
</tbody>
</table>

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15 Criteria for Admission and Selection Procedure

CU Coventry will work with the Admissions Services within Coventry University to ensure that all full-time and part-time applications are managed according to the nationally agreed framework and appropriate standards. The minimum entry requirements to these programmes are that candidates should normally possess one of the following:

- A minimum of 64 UCAS tariff points, including two full A levels or equivalent for a HNC
- A minimum of 80 UCAS tariff points, including two full A levels or equivalent for a HND
- A minimum of 104 UCAS tariff points, including two full A levels or equivalent for a BSc (Hons) Degree
- BTEC National Certificate or Diploma (64/80/104 points)

Candidates will normally be expected to have passed Mathematics and English language GCSE with minimum grade C, or possess an equivalent qualification and have a total of 5 GCSE’s (or equivalent) in total

Appropriate Foundation/Access qualification where the standard achieved is deemed equivalent to the above
Where English isn’t the first language we will normally require an IELTS score of 6.0
We will also review applicants with non standard entry requirements including those with professional work experience and direct entry applicants.
Accreditation for Prior Learning is in accordance with CU Coventry Academic Regulations.

16 Academic Regulations and Regulations of Assessment

This course conforms to the standard CU Group Regulations: http://www.coventry.ac.uk/cuc/legal-documents/academic-and-general-regulations/

The Pass mark for all modules is 40%. This overall module mark may comprise more than one component (e.g. coursework and exam). The individual module descriptors give the precise pass criteria and the weighting of the component marks that contribute to the overall module mark.

On Undergraduate programmes, the Honours classification boundaries for First Class, Upper Second Class, Lower Second Class and Third Class are 70%, 60%, 50% and 40% respectively.

All second and third year module marks count towards the final degree classification.

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**17 Indicators of Quality Enhancement**

The following are key indicators of quality and standards:
The programme has been designed in accordance with the QAA benchmark statements for Events, Hospitality, Leisure, Sport & Tourism November 2016 and is aligned to curriculum from the Confederation of Tourism and Hospitality (CTH) and Pearson’s BTEC/Degree Apprenticeships.

In addition:
- Subject Matter Experts, who are highly experienced in curriculum design, were responsible for the development of the programme and modules
- Subject Matter Experts are typically actively engaged in the relevant industry sector as well as experienced members of academic faculty
- Approval has been sought from the relevant Accrediting Body (CTH).
- Academic Heads and Course Leaders will be responsible for the on-going production of teaching and learning materials and tools for assessment, in compliance with the specification and regulations.

The QAA’s Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations regarding the:
- setting and maintenance of the academic standards of awards.
- quality of student learning opportunities.
- quality of the information about learning opportunities.
- enhancement of student learning opportunities.

**18 Additional Information**

Enrolled learners will have access to additional, key sources of information about the course and student support including:
- Learner Handbook
- Module Guides
- Module Information Descriptors
- Study Support information

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